

“We’re now able to prepare for year-end manufacturer meetings with the click of a mouse, instead of spending days sorting through reams of paper.”

Clyde McCain
McCain Sales Company

Client Challenge



The McCain Sales Company team. Front row: Jan Manley. Back row, from left: Clyde McCain; Bob Stephens, Eric McCain and Mike Smith.

More and more manufacturers were looking to McCain Sales Co, Inc. to prepare reports on year-end sales statistics and lead discussions on future strategies for increasing numbers. These forward-thinking manufacturers wanted reports for the year’s sales, as well as comparisons to previous years.

As a result, quick access to accurate and in-depth sales statistics became a top priority. However, the agency had to sort through reams of paper to come up with numbers that made sense – a task that took a tremendous amount of time and resources. Only then could they begin the time-intensive process of creating reports for each manufacturer and building a meaningful presentation.

dynaMACS Solution

dynaMACS changed all that. McCain Sales now has virtually real-time views of sales history for manufacturers, sales reps and customers. They can view numbers for the current cycle, then with the click of the mouse, compare sales to previous years. They can also convert into colorful 3D pie charts and bar graphs.

“We are able to push a button, get the numbers we want, create charts and most importantly, talk intelligently about each manufacturer’s sales figures,” says Clyde McCain.

With dynaMACS, McCain Sales has a whole new insight on their opportunities and sales. In fact, McCain Sales is currently considering the dynaMACS Mobile product, which enables them to electronically send reports to all reps – eliminating the need for mailing paper reports and giving reps access to the same valuable information that the agency has.

Agency Profile: McCain Sales Company	
Founded:	1980
Markets:	Plumbing
Products:	Plumbing, HVAC, Refrigeration, Hardware
Territories:	Alabama, Tennessee, Mississippi & Florida Panhandle
Associations:	AIM/R
With dynaMACS since:	2000